

One guide, one group, every language — instead of splitting the tour by nationality.

THE SITUATION

You have twenty people and four languages. So you either run the tour in English and lose half the group, or split it into three departures with three guides, or repeat every sentence twice and the tour takes ninety minutes instead of sixty.

And you’re carrying a case of whisper receivers that you charge every night, clean between groups, rent at €1-25 a day each, and replace when they walk off.

WHAT KOINE DOES

The guide’s phone is the transmitter	They talk normally. No belt pack, no case, no charging trolley.
Guests’ own phones are the receivers	With their own earbuds. A QR at the meeting point or on the ticket. Nothing to install.
Each guest picks their own language	So a mixed-nationality group runs as one tour with one guide. That is a scheduling and margin change, not just a hardware saving.
64 languages available	Including the long-tail ones you would never staff a guide for.
Guests can read as well as listen	Useful in wind, on a boat, in a crowd, or for anyone hard of hearing.
The group can catch up	Someone who drifted to the back scrolls through what was just said instead of asking the guide to repeat it.

A SECOND GUIDE FOR A SECOND LANGUAGE A full day rate per language, per departure — or a split group	KOINE, EVERY DEPARTURE €3,000 per year, one guide, every language in the group
---	--

WHAT IT REPLACES

Whisper / tourguide receiver rental	€1-25 per receiver per day
An owned receiver fleet	Capital, plus nightly charging, cleaning and losses
A second guide for a second language	A full day rate, per language
Running the tour twice	The slot you could have sold

SETTING IT UP

- 1

The guide opens the app and starts. There is no console step.
- 2

Set the languages once as a saved preset for that tour; reuse it every departure.
- 3

Print one QR per meeting point, or put it on the ticket and the booking email.
- 4

Guests scan while they wait for stragglers — time you already lose.

WHO RUNS IT

The guide, with no training.

WHO BUYS IT

The tour operator, the DMO, or an attraction that runs its own guided walks.

PRICING

	SMALL OPERATOR	STANDARD	MULTI-SITE
Per year	€3,000	€5,000–8,000	€10,000+
Concurrent tours	1	Several	Unlimited
Languages	Up to 8	Unlimited	Unlimited
Guests	Unlimited	Unlimited	Unlimited

Priced per operator per year rather than per guest, because guests are free to serve — you want the guide reaching for it on every departure, not rationing it. Seasonal operators: ask about an April–September licence.

Recommended pricing — not yet available for self-serve purchase.

WHAT TO DEMO

Do it on the actual tour. Walk with the guide, hand two phones to two people in two languages, and let them hear the guide’s own commentary. Then show the guide they didn’t have to change anything about how they talk.

HONEST LIMITS

- Connectivity is the hard constraint, and it will rule out some tours. Guests need data or wifi throughout. City walking tours are usually fine. Caves, fjord boats, remote hikes and underground sites are not — there is no offline mode. Qualify this on the first call.
- Wind and street noise degrade the audio. A lapel or headset mic on the guide is strongly recommended, and cheap.
- A couple of seconds of latency — natural for narration, awkward for rapid back-and-forth.
- This does not replace a pre-recorded audio guide for self-guided visitors. It is for a live human talking.